

# MEMORANDUM

Agenda Item No. 11(A)(20)

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**TO:** Honorable Chairman Jean Monestime  
and Members, Board of County Commissioners

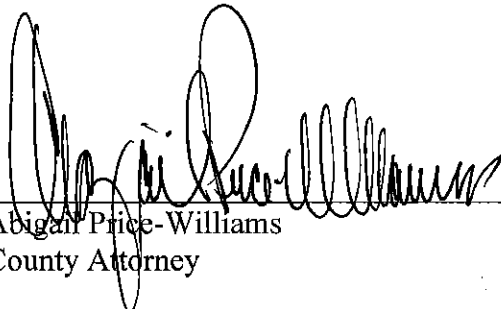
**DATE:** December 1, 2015

**FROM:** Abigail Price-Williams  
County Attorney

**SUBJECT:** Resolution directing the County  
Mayor to develop and implement  
a marketing, outreach and  
fundraising program to raise  
awareness and aid in the  
prevention of domestic violence

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The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Rebeca Sosa and Co-Sponsor Chairman Jean Monestime.

  
Abigail Price-Williams  
County Attorney

APW/smm



# MEMORANDUM

(Revised)

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and Members, Board of County Commissioners

**DATE:** December 1, 2015

**FROM:** Abigail Price-Williams  
County Attorney

**SUBJECT:** Agenda Item No. 11(A)(20)

Please note any items checked.

- ☐ "3-Day Rule" for committees applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Statement of social equity required
- ☐ Ordinance creating a new board requires detailed County Mayor's report for public hearing
- ☐ No committee review
- ☐ Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_ ) to approve
- ☐ Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 11(A)(20)  
12-1-15

RESOLUTION NO. \_\_\_\_\_

RESOLUTION DIRECTING THE COUNTY MAYOR OR  
COUNTY MAYOR'S DESIGNEE TO DEVELOP AND  
IMPLEMENT A MARKETING, OUTREACH AND  
FUNDRAISING PROGRAM TO RAISE AWARENESS AND  
AID IN THE PREVENTION OF DOMESTIC VIOLENCE

**WHEREAS**, domestic violence is a pattern of controlling behaviors – violence or threats of violence – that one person uses to establish power over a current or former spouse, intimate partner or family or household member in order to control that person's actions and activities; and

**WHEREAS**, domestic violence may include threats, physical violence, sexual assault, stalking, kidnapping and many other types of unwanted behavior or any criminal offense resulting in physical injury or death; and

**WHEREAS**, domestic violence can happen to anyone, regardless of age, religion, or social, economic, ethnic or educational background. It happens to men, women, elderly and children; and

**WHEREAS**, one-third of women and one-fourth of men will encounter some form of physical violence from an intimate partner within their lifetimes; and

**WHEREAS**, according to the National Coalition Against Domestic Violence, a woman is assaulted or beaten every nine seconds in the United States; and

**WHEREAS**, only 34 percent of victims hurt by their intimate partners receive medical care for their wounds; and

**WHEREAS**, one in 15 children is exposed to domestic violence each year; and

**WHEREAS**, according to Florida's Domestic Violence Needs Assessment for 2006-2007, the most recent domestic violence needs assessment produced by the Florida Department of Children and Families, barriers to getting help still exist for many victims of domestic violence, particularly persons who are disabled, elderly, living in poverty or in rural areas, experiencing language barriers or greater levels of acculturation, concerned with immigration status, or involved in homosexual relationships; thus greater efforts and resources are needed to reach and provide protection and services to these victims; and

**WHEREAS**, *El Nuevo Herald* recently ran a local series on domestic violence, reporting that Miami-Dade County leads the state with 9,811 cases of domestic violence reported in 2014; and

**WHEREAS**, the Board desires to direct the County Mayor or County Mayor's designee to develop and implement a marketing, outreach and fundraising program to raise awareness and aid in the prevention of domestic violence,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that:

**Section 1.** The Board directs the County Mayor or County Mayor's designee to develop and implement a marketing, outreach and fundraising program to raise awareness and aid in the prevention of domestic violence. The program shall include the development of advertisements and other marketing materials for use in print, audio, visual, television, and social media. The advertisements and marketing materials created should promote awareness of the epidemic of domestic violence as well as ways that victims may seek help, such as by calling domestic violence hotlines, or by contacting -- by various methods -- law enforcement agencies and service providers. The advertisements and other marketing materials should also promote the domestic violence trust fund, which the County Mayor or County Mayor's designee is directed to

create in a companion item on the same agenda as this resolution, by encouraging the public to donate to the trust fund. The County Mayor or County Mayor's designee is encouraged to develop a slogan to aid in the spread of awareness of domestic violence and of the services promoted in the marketing campaign. The County Mayor or County Mayor's designee is directed to partner with local radio, television, government television, newspapers, magazines, as well as conventional advertisement outlets such as billboard advertisers, in order to procure free advertisement time and to use to its fullest potential social and other media to promote this important public message and service. The partnerships and advertising and marketing efforts described in this resolution shall be ongoing, and the County Mayor or County Mayor's designee is directed to create a program which will operate indefinitely in order to have a long-term impact on the problem of domestic violence in the County.

**Section 2.** The County Mayor or County Mayor's designee is directed to present the marketing, outreach and fundraising program, which shall include the items described above in Section 1, to the Board within 60 days of the effective date of this resolution. The County Mayor or County Mayor's designee shall place the reports required by this resolution on an agenda of the Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Commissioner Rebeca Sosa and the Co-Sponsor is Chairman Jean Monestime. It was offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Jean Monestime, Chairman

Esteban L. Bovo, Jr., Vice Chairman

Bruno A. Barreiro

Daniella Levine Cava

Jose "Pepe" Diaz

Audrey M. Edmonson

Sally A. Heyman

Barbara J. Jordan

Dennis C. Moss

Rebeca Sosa

Sen. Javier D. Souto

Xavier L. Suarez

Juan C. Zapata


The Chairperson thereupon declared the resolution duly passed and adopted this 1<sup>st</sup> day of December, 2015. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.



Brenda Kuhns Neuman